

FIG.1

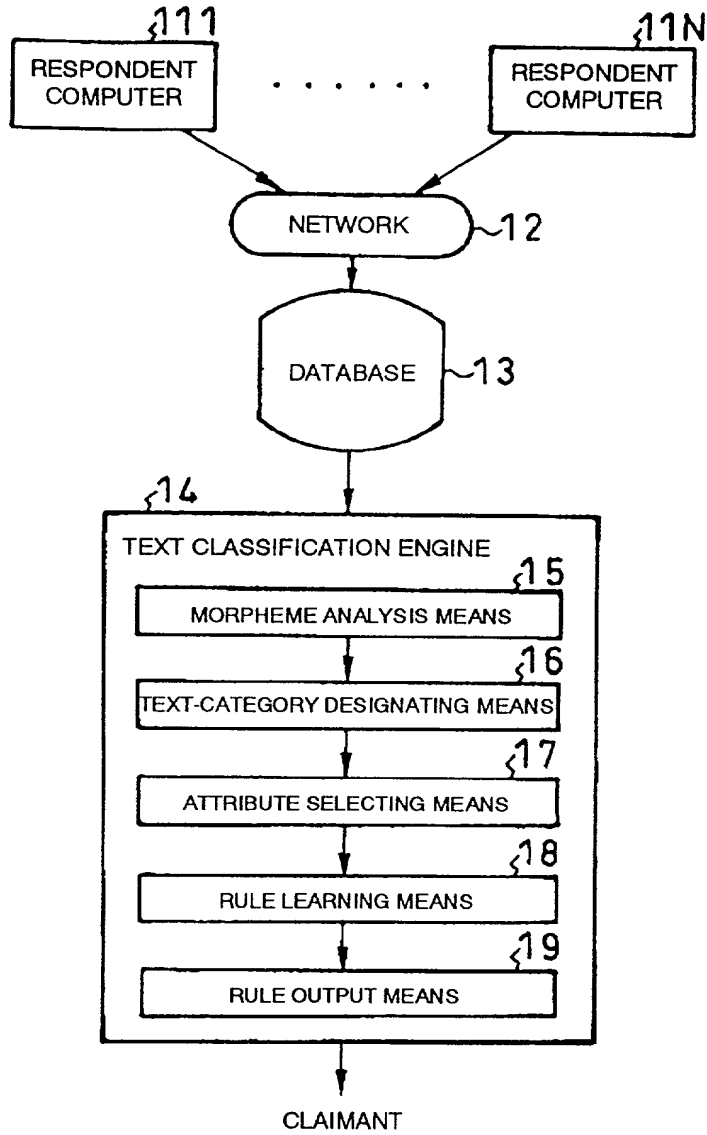


FIG.2

INQUIRY RESPONDENT	WHICH DO YOU ASSUME AS HIGH- TECH ENTERPRISE?	WHAT'S HIGH-TECH FOR YOU?	WHAT DO YOU ASSUME AS HIGH- TECH PRODUCT?
1	COMPANY A	ADVANCED AND FUTURISTIC MACHINE	ROBOT
2	COMPANY C	EASY AND FRIENDLY MACHINE	CELL PHONE
3	COMPANY A	HIGH SPEED AND HIGH PERFORMANCE MACHINE	PERSONAL COMPUTER
.....

FIG.3

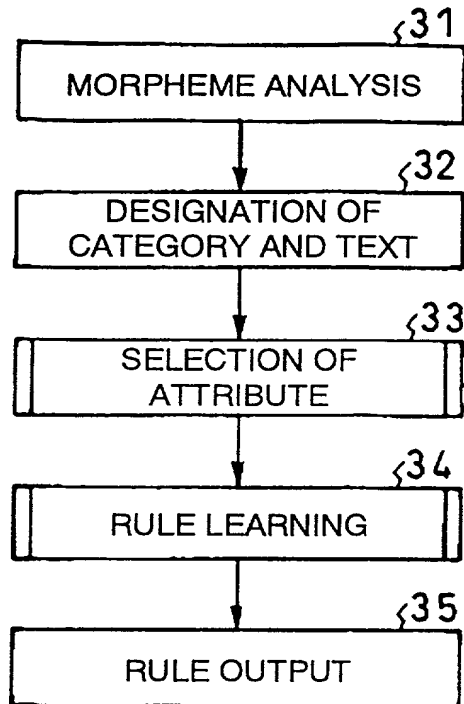


FIG.4

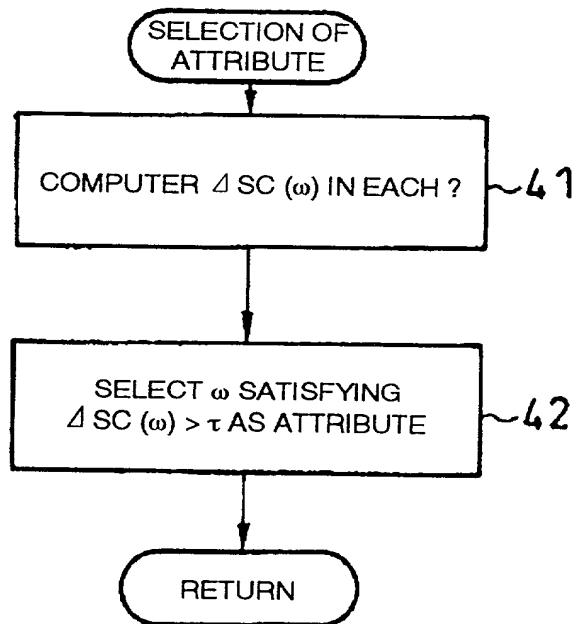


FIG.5

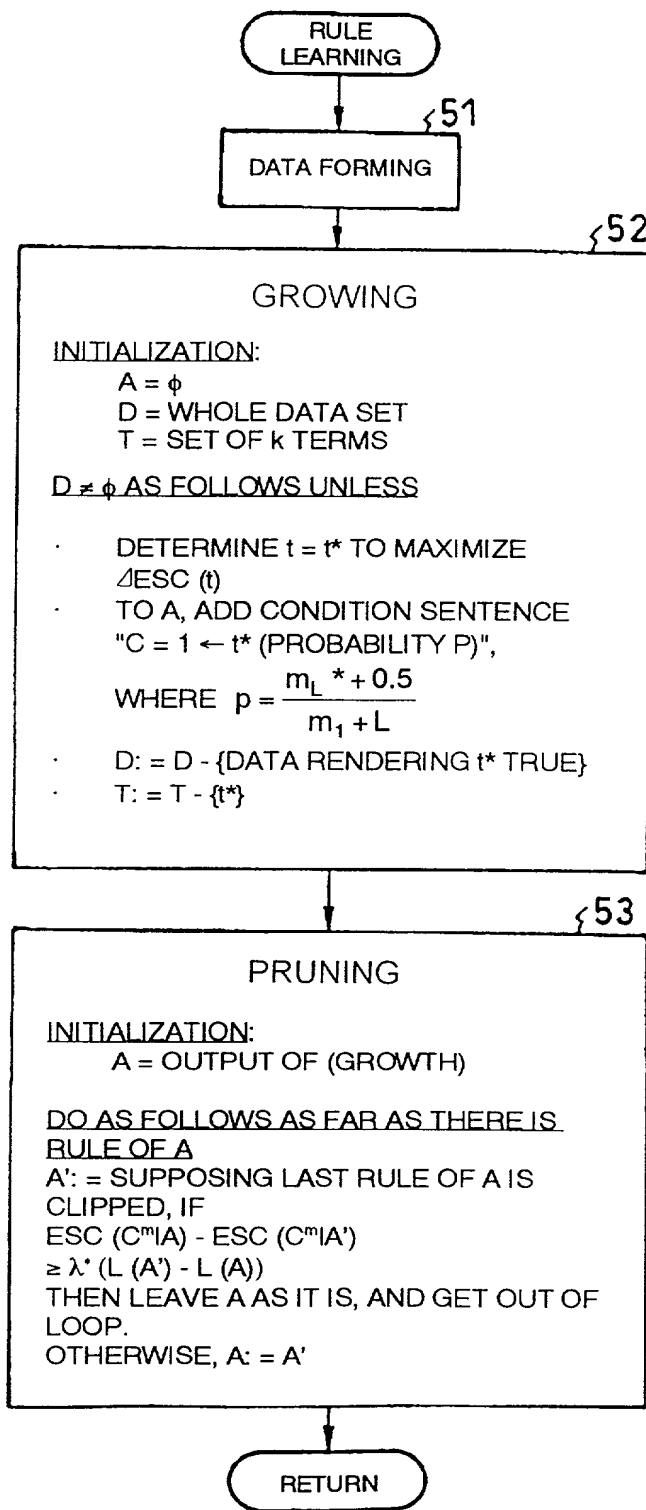


FIG.6

COMPANY A	←	EASY TO USE	[92.0%]
COMPANY A	←	FUTURE & PRIVATE	[87.2%]
COMPANY A	←	FATIGUE & RELIEF	[78.0%]
COMPANY A	←	EASY	[65.8%]
COMPANY A	←	PLEASANT	[56.2%]
OTHER THAN COMPANY A	←	OR ELSE	[79.4%]

FIG.7

COMPANY B	←	QUICK	[82.0%]
COMPANY B	←	MACHINE & EFFICIENCY	[77.8%]
COMPANY B	←	MACHINE & MANIPULATION	[76.0%]
COMPANY B	←	CLEVER	[60.8%]
COMPANY B	←	EXCELLENT	[60.2%]
OTHER THAN COMPANY B	←	OR ELSE	[76.4%]

FIG.8

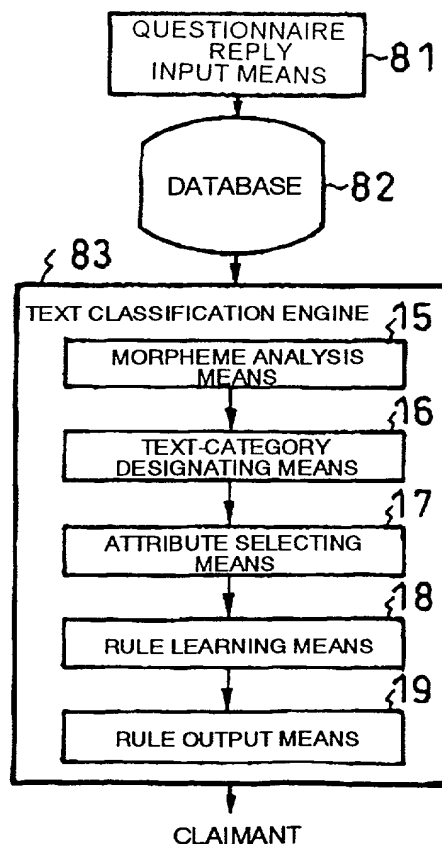


FIG.9

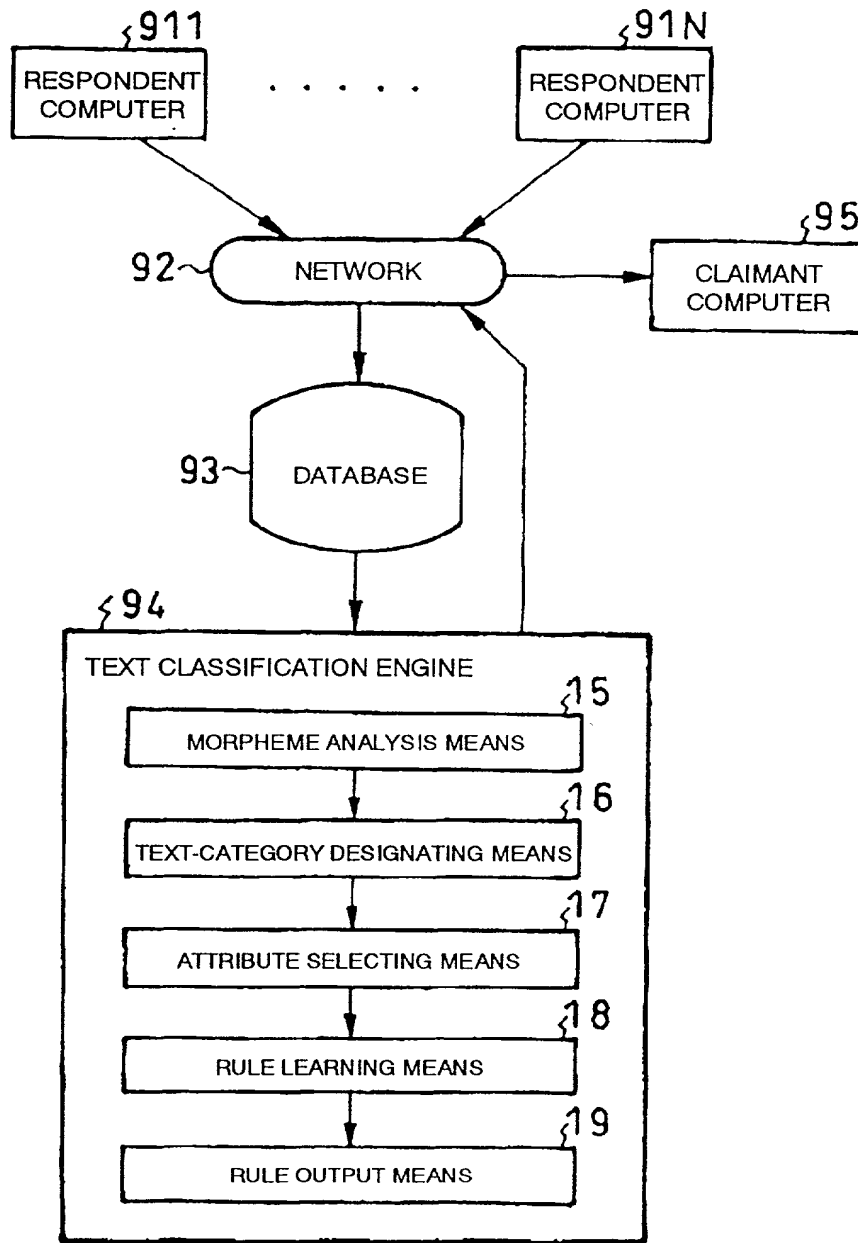


FIG.10

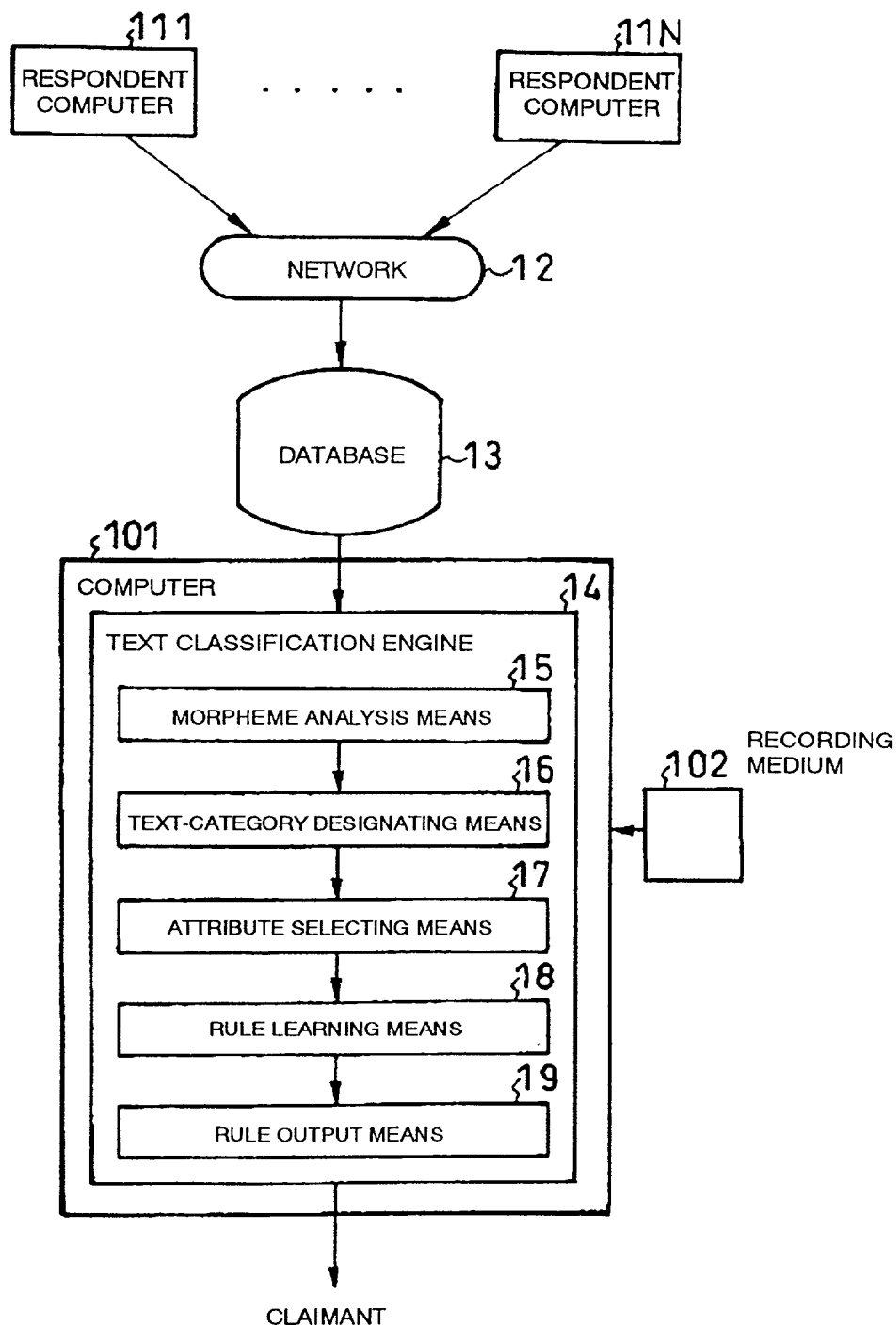


FIG.11

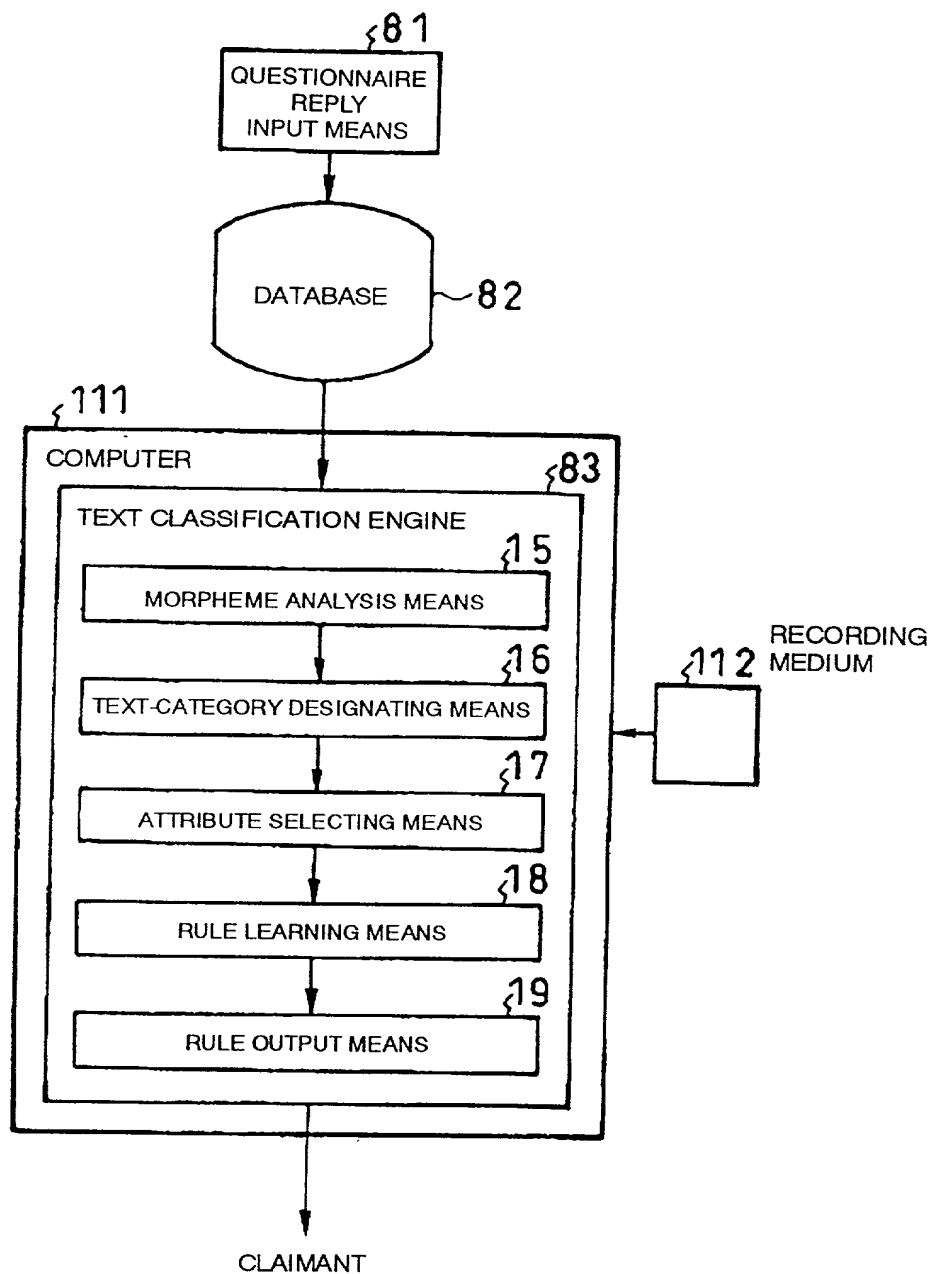


FIG.12

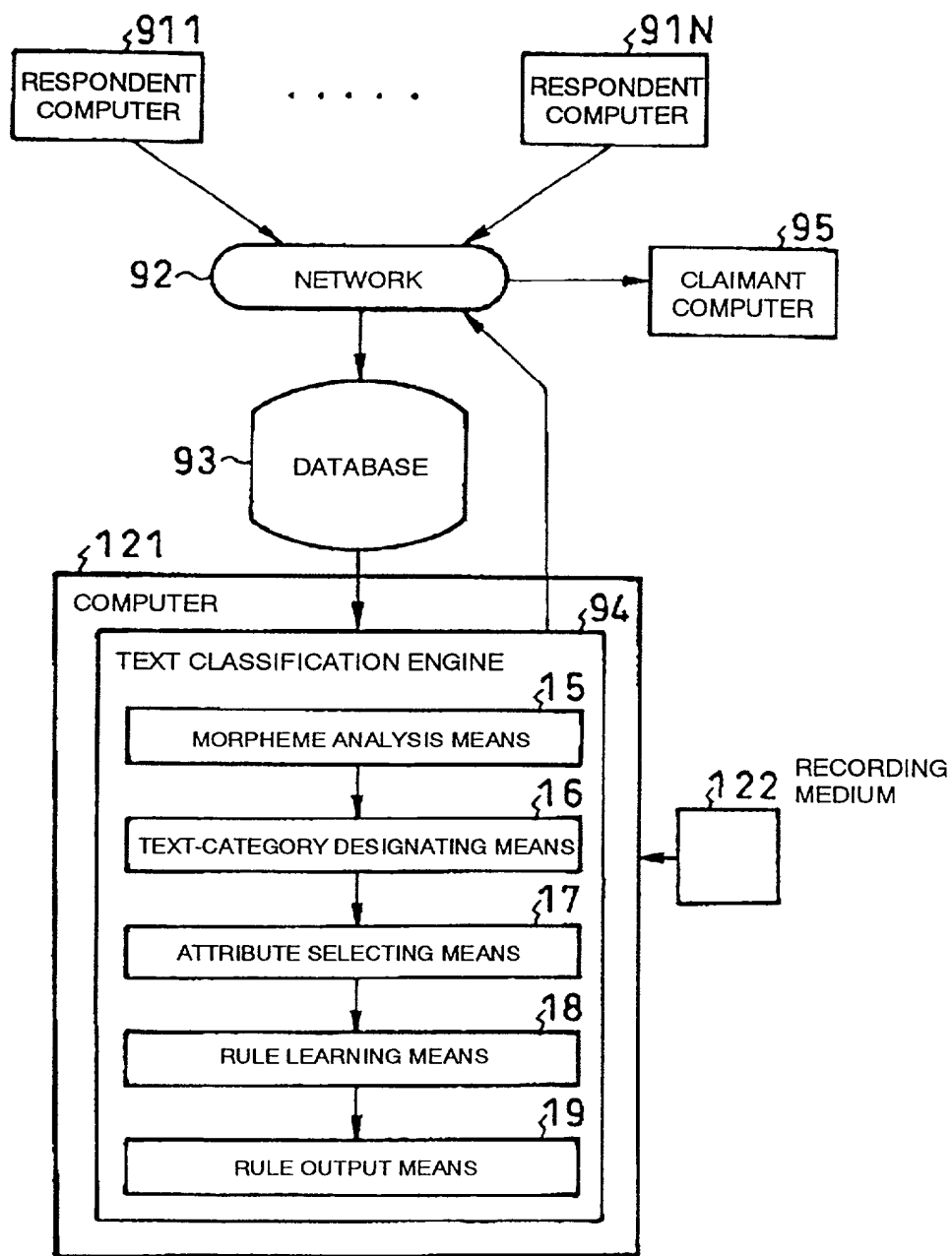


FIG. 13A

$$SC(c^m) = mH\left(\frac{m^+}{m}\right) + \frac{1}{2}\log\frac{m}{2\pi} + \log\pi \quad (1)$$

FIG. 13B

$$H(z) \stackrel{def}{=} -z\log z - (1-z)\log(1-z) \quad (2)$$

FIG. 13C

$$SC(c^{m_\omega}) = m_\omega H\left(\frac{m_\omega^+}{m_\omega}\right) + \frac{1}{2}\log\frac{m_\omega}{2\pi} + \log\pi \quad (3)$$

FIG. 13D

$$SC(c^{m_{-\omega}}) = m_{-\omega} H\left(\frac{m_{-\omega}^+}{m_{-\omega}}\right) + \frac{1}{2}\log\frac{m_{-\omega}}{2\pi} + \log\pi \quad (4)$$

FIG. 13E

$$\begin{aligned} \Delta SC(\omega) &= \frac{1}{m} \left(SC(c^m) - (SC(c^{m_\omega}) + SC(c^{m_{-\omega}})) \right) \\ &= \left[H\left(\frac{m^+}{m}\right) - \frac{m_\omega}{m} H\left(\frac{m_\omega^+}{m_\omega}\right) - \frac{m_{-\omega}}{m} H\left(\frac{m_{-\omega}^+}{m_{-\omega}}\right) \right] \\ &\quad - \left[\frac{1}{2m} \log \frac{m_\omega m_{-\omega} \pi}{2m} \right] \end{aligned} \quad (5)$$

FIG. 13F

$$ESC(c^m) = Loss(c^m) + \lambda \sqrt{m \log m} \quad (6)$$

FIG. 13G

$$ESC(c^{m_t}) = Loss(c^{m_t}) + \lambda \sqrt{m_t \log m_t} \quad (7)$$

FIG. 13H

$$ESC(c^{m_{-t}}) = Loss(c^{m_{-t}}) + \lambda \sqrt{m_{-t} \log m_{-t}} \quad (8)$$

FIG. 13I

$$\begin{aligned} \Delta ESC(t) &= ESC(c^m) - (ESC(c^{m_t}) + ESC(c^{m_{-t}})) \\ &= [Loss(c^m) - Loss(c^{m_t}) - Loss(c^{m_{-t}})] \\ &\quad + [\lambda(\sqrt{m \log m} - \sqrt{m_t \log m_t} - \sqrt{m_{-t} \log m_{-t}})] \end{aligned} \quad (9)$$

FIG. 13J

$$(m_t^* + 0.5) / (m_t^* + 1) \quad (10)$$

FIG. 13K

$$ESC(c^m | A) = \sum_t ESC(c^{m_t}) \quad (11)$$

FIG. 13L

$$\begin{aligned} ESC(c^m : A) &= ESC(c^m | A) + \lambda' L(A) \\ &= \sum_t Loss(c^{m_t}) + \lambda \sum_t \sqrt{m_t \log m_t} + \lambda' L(A) \end{aligned} \quad (12)$$